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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/802,998	03/12/2001	Hirohisa Naito	826.1698	6400
21171	7590	02/06/2007	EXAMINER	
STAAS & HALSEY LLP SUITE 700 1201 NEW YORK AVENUE, N.W. WASHINGTON, DC 20005			BOYCE, ANDRE D	
ART UNIT		PAPER NUMBER		
3623				
SHORTENED STATUTORY PERIOD OF RESPONSE	MAIL DATE	DELIVERY MODE		
3 MONTHS	02/06/2007	PAPER		

Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/802,998	NAITO ET AL.	
	<b>Examiner</b>	<b>Art Unit</b>	
	Andre Boyce	3623	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on 14 November 2006.
- 2a) This action is **FINAL**.                            2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 3-7,16-20,29-33 and 41 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 3-7,16-20,29-33 and 41 is/are rejected.
- 7) Claim(s) \_\_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All    b) Some \* c) None of:
  1. Certified copies of the priority documents have been received.
  2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- 1) Notice of References Cited (PTO-892)
- 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_.
- 4) Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_.
- 5) Notice of Informal Patent Application
- 6) Other: \_\_\_\_\_.

**DETAILED ACTION**

***Response to Amendment***

1. This Final office action is in response to Applicant's amendment filed November 14, 2006. Claims 3-7, 16-20, 29-33 and 41 have been amended and are pending.
2. Applicant's arguments filed November 14, 2006 have been fully considered but they are not persuasive.

***Claim Rejections - 35 USC § 103***

3. The text of those sections of Title 35, U.S. Code not included in this action can be found in a prior Office action.
4. Claims 3-7, 16-20, 29-33 and 41 are rejected under 35 U.S.C. 103(a) as being unpatentable over Brady et al (US 2002/0062244), in view of Busche et al (US 2003/0055707).

As per claim 3, Brady et al disclose behavior data fee collection system using computer (central server 22 billing and collecting payments, ¶ 0038), comprising: data process unit (i.e., location manager 172, ¶ 0047) processing data in which a paired series of at least place information including identities of facilities located at a specific place (i.e., define the location participating in the campaign and the capabilities of the location, ¶ 0047) and an associated data content to be provided to the customers (i.e., user interface ID 568 that identifies the user interface in the

location the customer is using, ¶ 0053), provided to a user are described according to a prescribed specification (i.e., limits on what kinds of campaigns will be hosted at the location, ¶ 0047), and a fee collection unit collecting a fee from a facility included in the place information described in the data (i.e., location server 16 bills the advertisers for work done, based upon the location of the advertiser workstations 10, ¶ 0038).

Brady et al does not explicitly disclose a service of providing routes to a user. Busche et al disclose spatial analysis determining and monitoring the path (i.e. route) of a customer, wherein alternative actions and processes may cause the implementation of new customer paths (¶ 0060). Both Brady et al and Busche et al are concerned with effective target marketing, therefore it would have been obvious to one having ordinary skill in the art at the time the invention was made to include setting a fee for a service of providing routes to a user in Brady et al, as seen in Busche et al, as an effective means of providing customer paths that are financially more attractive to a retail establishment (see Busche et al, ¶ 0060).

As per claim 4, Brady et al disclose behavior data fee collection system using a computer (central server 22 billing and collecting payments, ¶ 0038), comprising: data process unit (i.e., location manager 172, ¶ 0047) processing data in which a paired series of at least place information including identities of facilities located at a specific place (i.e., define the location participating in the campaign and the capabilities of the location, ¶ 0047) and an associated data content to be provided to the customers (i.e., user interface ID 568 that identifies the user interface in the

location the customer is using, ¶ 0053), provided to a user are described according to a prescribed specification (i.e., limits on what kinds of campaigns will be hosted at the location, ¶ 0047); a place data acquisition unit obtaining place data transmitted from the unit (i.e., location server 16, ¶ 0038); and a behavior data generation unit totaling information from obtained place data as behavior data (i.e., central sever 22 collecting customer data and location data and analyzing the data to extract information concerning buying habits and thinking characteristics, ¶ 0041), and a behavior data fee calculation unit calculating a fee of the behavior data (i.e., location server 16 bills the advertisers for work done, based upon the location of the advertiser workstations 10, ¶ 0038).

Brady et al does not explicitly disclose a service of providing routes to a user. Busche et al disclose spatial analysis determining and monitoring the path (i.e. route) of a customer, wherein alternative actions and processes may cause the implementation of new customer paths (¶ 0060). Both Brady et al and Busche et al are concerned with effective target marketing, therefore it would have been obvious to one having ordinary skill in the art at the time the invention was made to include setting a fee for a service of providing routes to a user in Brady et al, as seen in Busche et al, as an effective means of providing customer paths that are financially more attractive to a retail establishment (see Busche et al, ¶ 0060).

As per claim 5, Brady et al disclose behavior data fee collection system using computer (central server 22 billing and collecting payments, ¶ 0038), comprising facility data registration unit registering facility data (i.e., location manager 172, ¶

0047); and a behavior data generation unit (i.e., location manager 172, ¶ 0047) generating data in which a paired series of facility data including at least place information including identities of facilities located at a specific place (i.e., define the location participating in the campaign and the capabilities of the location, ¶ 0047) and an associated data content to be provided to the customers (i.e., user interface ID 568 that identifies the user interface in the location the customer is using, ¶ 0053), are provided to the user based upon a location of the user (i.e., instrumentation table 106 (i.e., location acquisition unit) including a user interface ID 568 that identifies the user interface in the location the customer is using, ¶ 0053) and described according to a prescribed specification (i.e., limits on what kinds of campaigns will be hosted at the location, ¶ 0047), and a registration fee calculation unit calculating a registration fee when the data are registered (i.e., location server 16 bills the advertisers for work done, based upon the location of the advertiser workstations 10, ¶ 0038).

Brady et al does not explicitly disclose a registration unit storing a user selected route and registering facility data along the user selected route. Busche et al disclose spatial analysis determining and monitoring the path (i.e. route) of a customer, wherein alternative actions and processes may cause the implementation of new customer paths (¶ 0060). In addition, Busche et al disclose the frequency of paths taken, with relationship to stationary objects such facilities (¶ 0060). Both Brady et al and Busche et al are concerned with effective target marketing, therefore it would have been obvious to one having ordinary skill in the art at the time the

invention was made to include setting a fee for a service of providing routes to a user in Brady et al, as seen in Busche et al, as an effective means of providing customer paths that are financially more attractive to a retail establishment (see Busche et al, ¶ 0060).

As per claim 6, Brady et al disclose a behavior data fee collection system using a computer (central server 22 billing and collecting payments, ¶ 0038), comprising: a facility data registration unit registering facility data (i.e., location manager 172, defining participating locations ¶ 0047); a behavior data generation unit (i.e., location manager 172, ¶ 0047) generating data in which a paired series of facility data including at least place information including identities of facilities located at a specific place (i.e., define the location participating in the campaign and the capabilities of the location, ¶ 0047) and an associated data content to be provided to the customers (i.e., user interface ID 568 that identifies the user interface in the location the customer is using, ¶ 0053), are provided to a user based upon a location of the user (i.e., instrumentation table 106 (i.e., location acquisition unit) including a user interface ID 568 that identifies the user interface in the location the customer is using, ¶ 0053) and described according to a prescribed specification (i.e., limits on what kinds of campaigns will be hosted at the location, ¶ 0047); and a behavior data process unit obtaining information about use of data when the data is generated (i.e., central sever 22 collecting customer data and location data and analyzing the data to extract information concerning buying habits and thinking characteristics, ¶ 0041), and charging a fee against each facility (i.e., location server 16 bills the

advertisers for work done, based upon the location of the advertiser workstations 10, ¶ 0038).

Brady et al does not explicitly disclose a route selected by the user. Busche et al disclose spatial analysis determining and monitoring the path (i.e. route) of a customer, wherein alternative actions and processes may cause the implementation of new customer paths (¶ 0060). Both Brady et al and Busche et al are concerned with effective target marketing, therefore it would have been obvious to one having ordinary skill in the art at the time the invention was made to include setting a fee for a service of providing routes to a user in Brady et al, as seen in Busche et al, as an effective means of providing customer paths that are financially more attractive to a retail establishment (see Busche et al, ¶ 0060).

As per claim 7, Brady et al disclose a behavior data fee collection system using a computer (central server 22 billing and collecting payments, ¶ 0038), comprising: a facility data registration unit registering facility data (i.e., location manager 172, defining participating locations ¶ 0047); a behavior data generation unit (i.e., location manager 172, ¶ 0047) generating data in which a paired series of facility data including at least place information including identities of facilities located at a specific place (i.e., define the location participating in the campaign and the capabilities of the location, ¶ 0047) and an associated data content to be provided to the customers (i.e., user interface ID 568 that identifies the user interface in the location the customer is using, ¶ 0053), are provided to a user based upon a location of the user (i.e., instrumentation table 106 (i.e., location acquisition unit) including a

user interface ID 568 that identifies the user interface in the location the customer is using, ¶ 0053) and described according to a prescribed specification (i.e., limits on what kinds of campaigns will be hosted at the location, ¶ 0047); a behavior data process unit (i.e., central server 22, ¶ 0041) obtaining information about use of data when the data are downloaded (i.e., collection of location data, ¶ 0041), when use of the data is started, when each facility is reported in a process of the data or when guidance or advertisement on each facility is presented to a user in a process of the data (i.e., defining the capabilities of the locations, what campaigns the locations will participate in, and the limits on what kind of campaigns will be hosted at each location, ¶ 0047), and charging a fee against each facility (i.e., location server 16 bills the advertisers for work done, based upon the location of the advertiser workstations 10, ¶ 0038).

Brady et al does not explicitly disclose a route selected by the user. Busche et al disclose spatial analysis determining and monitoring the path (i.e. route) of a customer, wherein alternative actions and processes may cause the implementation of new customer paths (¶ 0060). Both Brady et al and Busche et al are concerned with effective target marketing, therefore it would have been obvious to one having ordinary skill in the art at the time the invention was made to include setting a fee for a service of providing routes to a user in Brady et al, as seen in Busche et al, as an effective means of providing customer paths that are financially more attractive to a retail establishment (see Busche et al, ¶ 0060).

Claims 16-20 and 41 are rejected based upon the rejection of claims 3-7 and 7, respectively, since they are the method claims, corresponding to the system claims.

Claims 29-33 are rejected based upon the rejection of claims 3-7, respectively, since they are the storage medium claims, corresponding to the system claims.

### ***Response to Arguments***

5. In the Remarks, Applicant argues that the feature of the present invention in which the place specific data segment is provided to customers and includes identities of facilities located at a specific place and an associated data content to be provided to the customers and payments are collected from operators of the facilities of which the identities are included in the place specific data segment, as recited in the claims of the present invention, is not taught or suggested by the references.

The Examiner respectfully disagrees. Brady et al disclose defining the location participating in the campaign and the capabilities of the location (¶ 0047) and an user interface ID 568 that identifies the user interface in the location the customer is using (¶ 0053), thus indeed disclosing place specific data segment is provided to customers and includes identities of facilities located at a specific place and an associated data content to be provided to the customers. In addition, it is noted that the features upon which applicant relies (i.e., payments are collected from operators of the facilities) are not recited in the rejected claim(s). Although the claims are interpreted in light of the specification, limitations from the specification are not read

into the claims. See *In re Van Geuns*, 988 F.2d 1181, 26 USPQ2d 1057 (Fed. Cir. 1993).

Applicant also argues that neither Brady et al nor Busche et al disclose associated data content to be provided to customers. The Examiner respectfully disagrees and submits that Brady et al disclose a user interface ID 568 that identifies the user interface in the location the customer is using (¶ 0053), thus indeed disclosing associated data content to be provided to customers.

### ***Conclusion***

6. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Andre Boyce whose telephone number is (571) 272-6726. The examiner can normally be reached on 9:30-6pm M-F.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq Hafiz can be reached on (571) 272-6729. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

adb  
February 2, 2007

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